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**FOR IMMEDIATE RELEASE**

**Letter and Photography Contests Focus on the Holiday Tree in the City of Reading**

Reading, PA – December 8, 2014 – The City of Reading is presenting an essay and photography contest which will be promoted by the Reading Eagle Company (REC & WEEU Radio) that focus on our Holiday Tree at 5<sup>th</sup> and Penn.

**The Essay Contest: This contest is open to students in grades K-12 nationwide.**

Sometimes with the hustle and bustle of the holiday season, people forget the purpose of the holidays. Whether it's good smells, twinkly lights, warm company or an extra sense of peace in your heart, we want to hear from you.

Share what the holidays and our tree at 5<sup>th</sup> & Penn Streets mean to you in a "Dear Tree" letter of 200 words or less. Describe what makes the holiday season so special to you. Tell us about your holiday traditions, experiences, and wishes and positive lessons or feelings you may have about our tree.

**The Photography Contest: This contest is open to all photographers of ages and skill levels worldwide.**

The City of Reading encourages passionate fans of our tree at 5<sup>th</sup> and Penn to submit photos to be used as the Official Image of Reading, PA's tree.

Photographers of all skill levels are encouraged to enter, especially given the rising number of smart phone users who can easily take advantage of high-quality built-in cameras and photo-related apps. Professionals, amateurs and enthusiasts with an eye for eye-catching images should consider submitting.

**Winning the Contests**

Winners will be selected from the entries that best convey the spirit of the holiday season through words and those that best portray that same spirit through photography.

Winners for both contests will be publicly announced at the Holiday Tree on 5th and Penn and play a part in the December 20<sup>th</sup> event. All winners will receive a copy of the *A Charlie Brown Christmas* book and a commendation from the Mayor.

Winners will also be published in the newspaper and announced on WEEU Radio on Sunday, December 21. Their submissions will be published in the Reading Eagle and announced on WEEU Radio. All submissions will be put into an online website/Facebook gallery so that the public and city can enjoy all of the photos and letters.

We hope the people will participate from around the globe.

Full details on the contest and how to submit entries can be found on the [Letters to Reading's Holiday Tree website](http://readingeagle.com/deartree). (readingeagle.com/deartree).

You can help the City of Reading in this endeavor through charitable donations. Monetary donations to the Holiday Spirit Fund will be accepted at any Fulton Bank location or be mailed to Fulton Bank at 210 North 5th Street, Reading, PA 19601. This money will be used to buy copies of the book, *A Charlie Brown Christmas*, which will be given as prizes for our writing and photography contests.

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